



Sweet Home Alabama

By Grey Brennan, Deputy Director

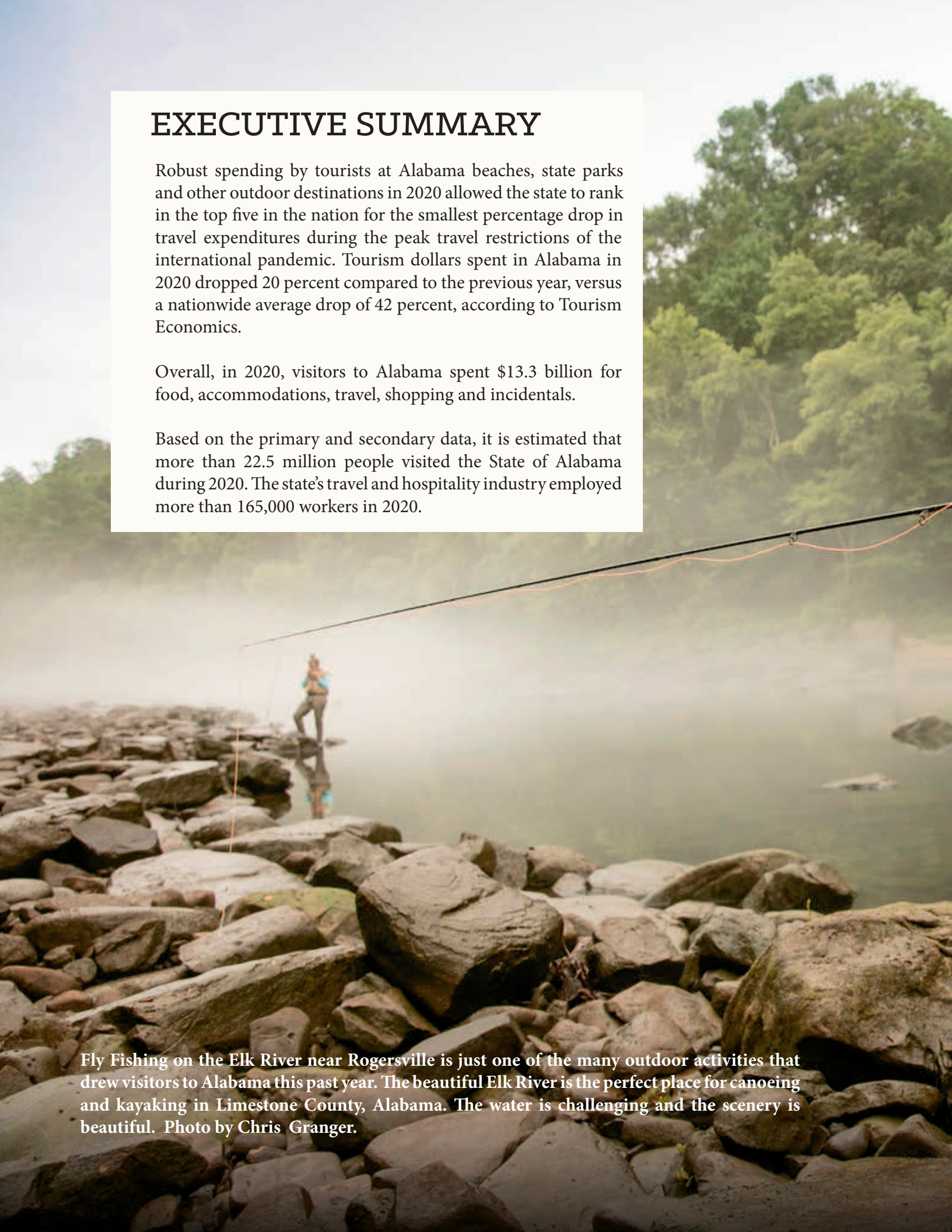
Alabama Tourism Department Marketing Report
Governor's Conference on Tourism
August 2021

EXECUTIVE SUMMARY

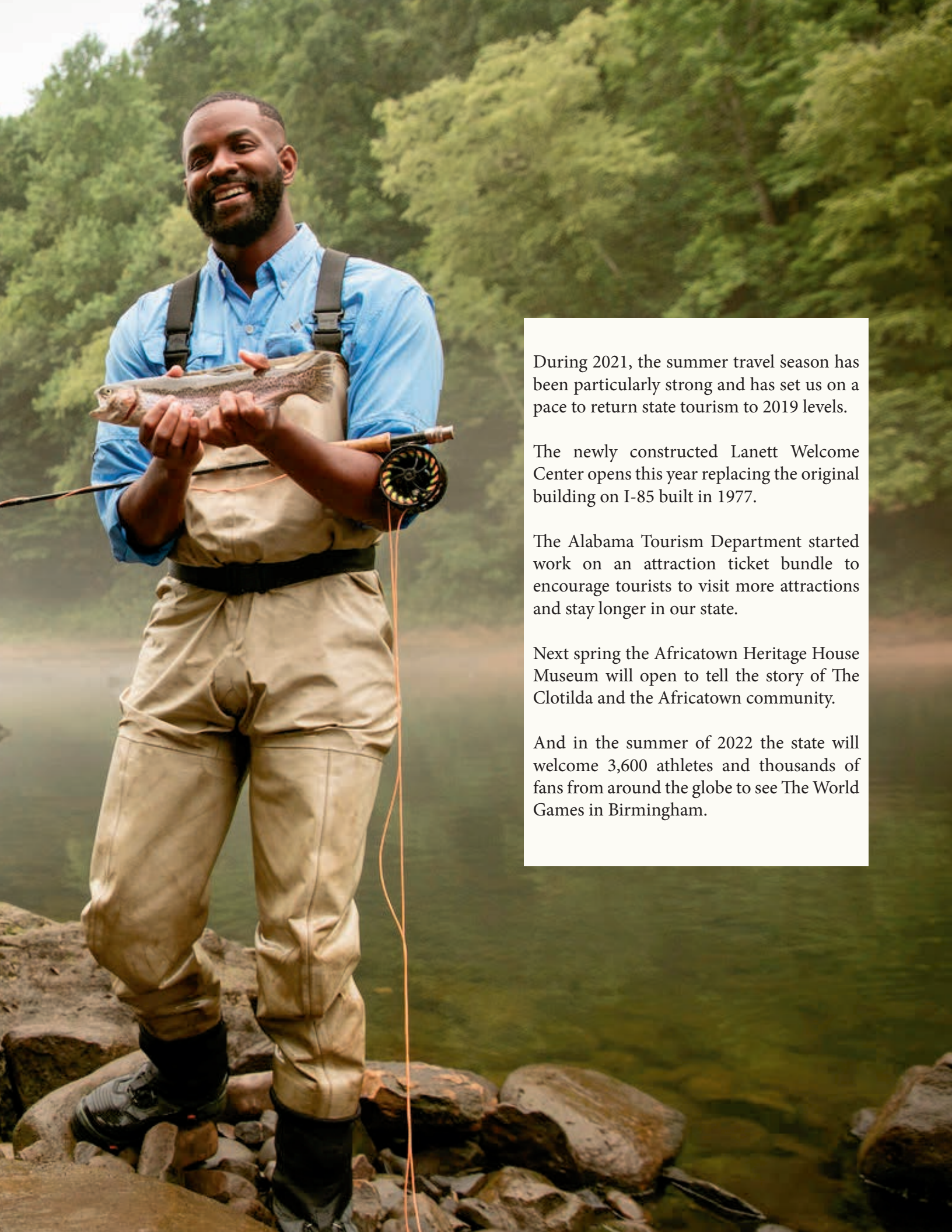
Robust spending by tourists at Alabama beaches, state parks and other outdoor destinations in 2020 allowed the state to rank in the top five in the nation for the smallest percentage drop in travel expenditures during the peak travel restrictions of the international pandemic. Tourism dollars spent in Alabama in 2020 dropped 20 percent compared to the previous year, versus a nationwide average drop of 42 percent, according to Tourism Economics.

Overall, in 2020, visitors to Alabama spent \$13.3 billion for food, accommodations, travel, shopping and incidentals.

Based on the primary and secondary data, it is estimated that more than 22.5 million people visited the State of Alabama during 2020. The state's travel and hospitality industry employed more than 165,000 workers in 2020.



Fly Fishing on the Elk River near Rogersville is just one of the many outdoor activities that drew visitors to Alabama this past year. The beautiful Elk River is the perfect place for canoeing and kayaking in Limestone County, Alabama. The water is challenging and the scenery is beautiful. Photo by Chris Granger.



During 2021, the summer travel season has been particularly strong and has set us on a pace to return state tourism to 2019 levels.

The newly constructed Lanett Welcome Center opens this year replacing the original building on I-85 built in 1977.

The Alabama Tourism Department started work on an attraction ticket bundle to encourage tourists to visit more attractions and stay longer in our state.

Next spring the Africatown Heritage House Museum will open to tell the story of The Clotilda and the Africatown community.

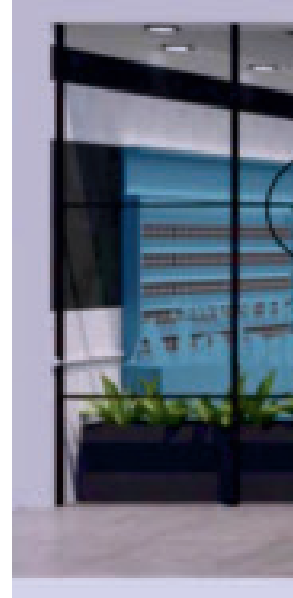
And in the summer of 2022 the state will welcome 3,600 athletes and thousands of fans from around the globe to see The World Games in Birmingham.

Lanett Welcome Center reopens - tourist

As a first point of contact for many visitors, the mission of Alabama Welcome Centers is to achieve a positive impression of Alabama by assisting and informing the traveling public in a knowledgeable and courteous manner in order to enhance and extend their visit and increase the economic benefit to Alabama. The Welcome Centers tourist information areas are staffed seven days a week by the Alabama Tourism Department (ATD). The building, restrooms, grounds, facilities and security are the responsibility of the Alabama Department of Transportation (ALDOT).

Welcome Centers open during pandemic

Seven of the eight Welcome Center buildings remained open during the pandemic with ATD staffing our tourism information areas for all but short time periods. An eighth Welcome Center, Lanett, was demolished in late 2019 due to planned reconstruction and was replaced with a temporary tourist information center in Opelika until Lanett Welcome Center is complete.



New Lanett Welcome Center set to open

The new Lanett Welcome Center building should reopen by early September 2021 and will have men's, women's and family restrooms that are ADA compliant. ATD will immediately place staff at a desk in the grand hall area of the Welcome Center to greet visitors. Additional ATD staff will be placed in a new tourist information room that is still under development.

The new tourist information room

The completely updated separate tourist information room at the Lanett Welcome Center will be a quieter and purposefully built area for ADT staff to help visitors plan their Alabama trip. The room will have space to display hundreds of different rack cards, two eye-catching video walls displaying Alabama scenes, an electronic sign-in log for visitors, an automatic visitor counter, a discussion area and kiosks that operate in a number of languages.

Ardmore Next

ALDOT has announced the next Welcome Center to be reconstructed will be Ardmore off I-65 at the north end of Alabama.

Welcome Center Visitor Numbers 2016-June 30, 2021

2016	1,163,515
2017	1,350,452
2018	1,241,006
2019	934,184
2020	356,288
2021	283,950 (first six months only)

Oregon's Welcome Center Study

A 2019 study by Travel Oregon showed that an average visitor that interacted with a Welcome Center staff member spent 68% more on their entire trip in Oregon than other types of visitors.

information room under development



Artist concept of the tourist information room within the Lanett Welcome Center.



The open floor plan for our visitor information room is designed to draw visitors into the room. Two vertical pillars add dramatic flair to attract the visitor while the two large video walls and welcome desks along the back wall are aligned with the two entrances so that the public naturally arrives at a location to interface with our staff.

A seating area and plants are part of the human design of the room to create a relaxing atmosphere. Touch screens and video displays promote the state while standard printed material is available. The center of the room is designed with several flat surfaces where visitors can discuss plans with staff or among themselves before leaving.

Alabama Tourism Department's website continues to inform the public

1,708,674

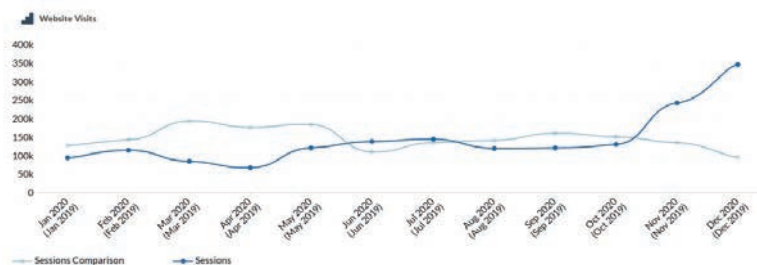
the number of sessions to our website in 2020



Experience Alabama



The Alabama Tourism Department's website continues to be widely used by those seeking tourist information. The graph shows a late-year peak that was largely a result of the multi-million-dollar media campaign paid for with Cares Act funding that was conducted in late 2020.



www.alabama.travel by the numbers Calendar 2019 and 2020

	Sessions	Users
2020	1,708,674	1,597,275
2019	1,739,377	1,607,782

Future fam tours

Travels with Darley (Media)

September 7 – 11

“Travels with Darley” is a PBS and Amazon Prime travel television series hosted by Darley Newman. The show can also be viewed on demand on Amazon Prime and has appeared on international broadcast networks as well as on over 2,000 partner sites such as MSN and HuffPost. She and her team will visit Montgomery, Selma and Birmingham on an Alabama Civil Rights journey for her program.

Group Tour Leader (Domestic Trade)

September 13 – 17

Group Travel Leader FAM showcasing Alabama’s Natural, Historic and Exciting Group Tour Wonders. Overnight stops in Birmingham, Muscle Shoals, Huntsville and DeSoto State Park.

Travel South International (International Trade)

Dec. 3 – Dec. 6

Travel South’s Alabama Post Fam #7 “72 hours with Sweet Home Alabama, Coast Alabama”

Dec. 3 – Dec. 6

Travel South’s Alabama Post Fam #8 “72 hours with Sweet Home Alabama, Central Alabama”

Alabama German Partnership CANUSA

TBD / CANUSA North

Birmingham and North Alabama, three nights, two people

TBD / CANUSA South

Mobile and Gulf Shores/Orange Beach, three nights, two people

Deep South Germany Meridia Reisen

Nov/Dec with exact dates TBD / 5 states in 20 day tour

Meridia Reisen CEO Elfriede Wank-Wrba and her husband travel across Deep South with four nights in Alabama. One night each in Huntsville, Birmingham, Gulf Shores/Orange Beach and Mobile.

Post 2022 IPW fams to cities with direct flights from Orlando

June 5 -TBD

Each Alabama destination with direct flights from Orlando is encouraged to work with the Alabama Tourism Department staff and overseas reps to offer media and tour operator fams to their area post IPW.

World Games media offerings

Pre, post and during World Games July 7-17

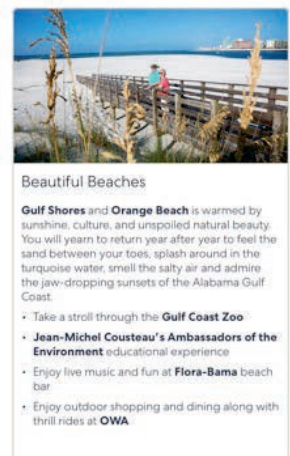
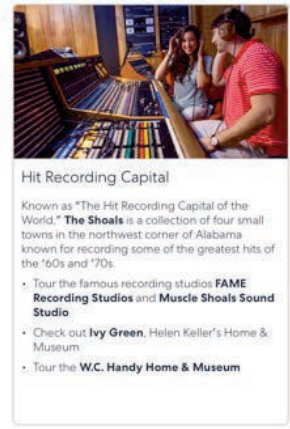
Each Alabama destination is encouraged to work with Alabama media staff to offer fams to and stories about their destination. Plans should be made in advance of the games.

Consumer messages

Vacaay Australia promotion



Expedia Canada promotion



2022 World Games

July 7-17 - Birmingham, Alabama,

Birmingham will be a global city next summer as people from all over the world arrive for The World Games. With thousands of international visitors expected, Birmingham is dressing up and showcasing the entire city. Here is the list of area venues.

Avondale Park
Barber Motorsports Park
Bessie Estelle
B'ham Southern College

BJCC

Birmingham Crossplex

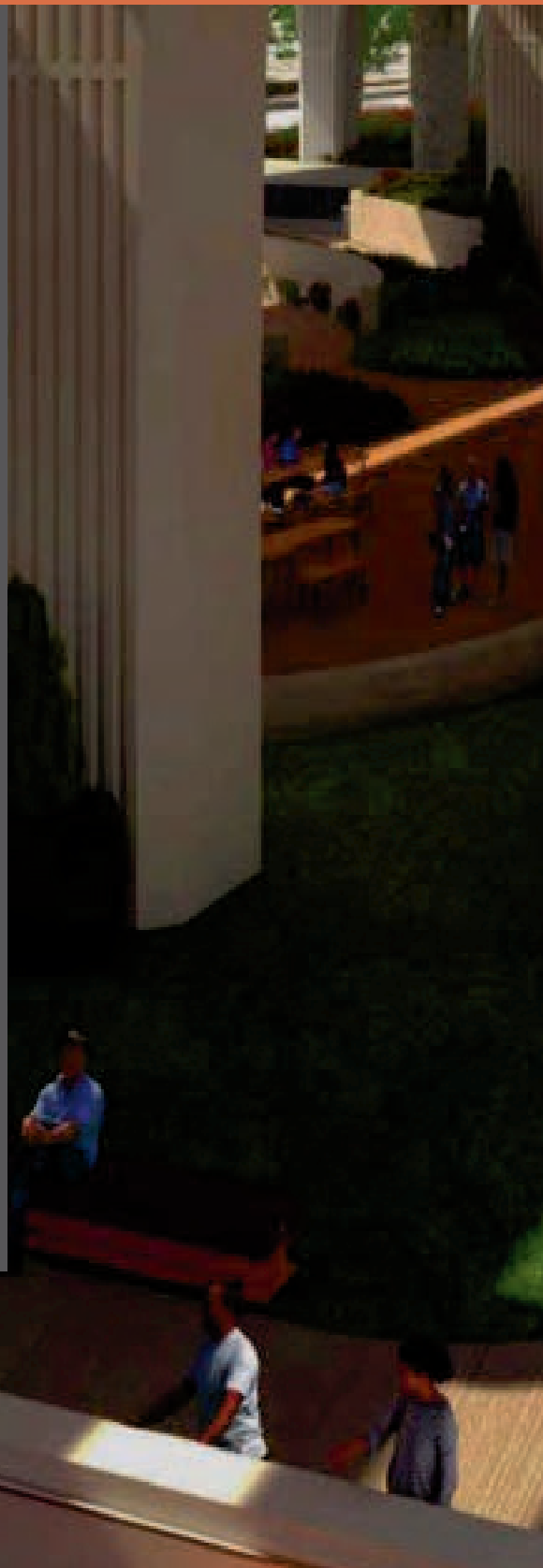
Boutwell Auditorium

Hoover Met Stadium
John Carroll High School
Legion Field
Oak Mountain State Park
Protective Stadium
Sloss Furnaces

Railroad Park

UAB

Archery
Air Sports
Boules
Fistball
Karate
Ju-Jitsu
Orienteering - Sprint Wushu
Bowling
Billiards
DanceSport
Gymnastics
Korfball
Floorball
Powerlifting
Canoe Polo
Finswimming
Lifesaving
Rollersports
Wheelchair Rugby
Kickboxing
Muaythai
Sumo
Softball
Flying Disc
Flag Football
Canoe Marathon
Opening & Closing Ceremonies
Sport Climbing
DanceSport - Breaking
Gymnastics - Parkour
Beach Handball
Duatyhlon
Orinteering-Relay
Lacrosse
Racquetball
Squash
Tug of War



USA

ONCE IN A LIFETIME...
**THE WORLD
GAMES 2022**
BIRMINGHAM, ALABAMA, USA



CityWalk BHAM is just one of the many improvements that will be a lasting legacy of The World Games.

Attraction Ticket

The Alabama Tourism Department has undertaken an initiative to be a single source for retail and wholesale sales of bundled Alabama attractions tickets. Our All-in-One attraction tickets will be sold directly to the public, to tour operators and to other distribution channels on both the consumer and tourism operator level.

This is the next step in promoting Alabama as a tourist destination which encourages the visitor to come and even stay an extra overnight.

Our technology partner in this attraction ticket program is Bandwango, a Salt Lake City-based company. Their office provides ticket processing and payment as well the platform that allows the ticket to be used from the convenience of a mobile phone.



Here are some of the ticketed attractions in central Alabama area that have agreed to be part of the program

Barber Vintage Motorsports Museum
Alabama Sports Hall of Fame
16th Street Baptist Church
Vulcan Park and Museum
Birmingham Zoo
McWane Science Center
Southern Museum of Flight
Montgomery Zoo
The Hank Williams Museum
Scott & Zelda Fitzgerald Museum
W.A. Gayle Planetarium
Brown Chapel AME Church
Birmingham Civil Rights Institute

Program



Ticket Timeline

Central area sign up complete and
North Alabama sign up starts.

North Alabama area sign up complete.
Mobile and Baldwin County sign up starts.

Mobile and Baldwin County ends
and rest of the state sign up begins.

Rest of the state sign up ends.

Rest of tickets for sale

First tickets for sale

Promotion to public ->

July 2021
August
September
October
November
December
Jan. 2022
February
March
April
May
June 2022

Message to consumers

SPEND LESS AND DO MORE with your All-in-One ticket. It's your pass for admission to some of the best attractions and tours in Alabama, all for one low price. Best of all, you are not locked into any specific attraction in advance. An All-in-One ticket allows you an admission to all of the attractions listed on that ticket.

Each All-in-One ticket is a special grouping of attractions within areas of Alabama, most with three options: one-day, two-day, or five-day time range to experience. So, view all our All-in-One ticket choices and make the right selection for you.



Programs that highlight even the smallest towns

Saturday Walking Tours

Alabama is the only state in the nation to hold statewide, simultaneous walking tours. More than 36,000 people have participated in the walking tours since the beginning of the program 16 years ago and the tours keep increasing in popularity every year.

Cities that participated in previous years include; Athens, Attalla, Bayou La Batre, Birmingham, Courtland, Cullman, Decatur, Elba, Elkmont, Enterprise, Eutaw, Eufaula, Fairhope, Florence, Foley, Huntsville, Livingston, Madison, Mobile, Monroeville, Montgomery, Mooresville, Moulton, Pell City, Prattville, Selma, Sheffield, Shelby, Springville and Tuscumbia.



Free Workshops

The Alabama Tourism Department hosts semi-annual Tourism Workshops in the spring and fall. The workshops are held in Montgomery at the Alabama Center for Commerce Building, 401 Adams Ave., from 10 a.m.–3 p.m.

The workshops are designed for new tourism industry members, event organizers and anyone else interested in enhancing tourism in their area. During the workshops, attendees have an opportunity for one-on-one time with members of the ATD staff. There is no registration fee.

ATD staff member, Rosemary Judkins coordinates these workshops.



100 Dishes

Since its initial printing in 2005 as part of the “Year of Alabama Food” tourism campaign, the 100 Dishes brochure has been a hit. Now, it has more than 250 restaurants and their special dishes. The 100 Dishes program is especially designed to highlight the state’s smaller cities and their contribution to Alabama’s culinary culture while also promoting already popular food destinations in the larger cities.



Alabama Road Trips



Road Trips

The Alabama Tourism Department’s Road Trip campaign continues to provide travelers with trip ideas that take them across the state with detailed information on how to have a great experience in the state’s large cities and small towns. The tourism department has pledged to produce 100 road trip features. Once completed, it will be the largest collection of road trips from a state office of tourism in the United States. There are currently 81 road trips listed on the Alabama.Travel website and app.

Photography

During times when staff photographer Jamie Martin is not on assignment for our department, she schedules one-day photo shoots in Alabama’s smallest communities to aid local DMOs who do not have photo budgets.

Welcome Center Retreat & Welcome Center Brochure Program

The Alabama Tourism Department hosts an annual Welcome Center Retreat. This educational and training opportunity for our welcome center staff includes the opportunity for representatives from destinations, attractions, accommodations and experiences to meet with the staff and inform them of their tourism products.

In addition, ATD allows qualified tourism attractions, destinations and experience providers to send our central office promotional literature to be placed in the Welcome Centers free of charge.



Group tour market

Alabama Tourism Department promotes to the group tour market. This market has seen a change away from general senior groups going on large motorcoach tours to just 'get away' on a trip. Now there is a growing trend of themed tours developed for specific groups of people.

In many ways, this has been a blessing for our state

For both international and domestic groups, Alabama is starting to become a must-see destination for American civil rights. This is especially true for educational tours aimed towards adults.

"Our correspondence with tour companies looking to add Alabama to civil rights or social justice tours actually increased dramatically during the year," said Rosemary Judkins, Group Sales Manager for Alabama Tourism. Companies from Road Scholar to Smithsonian Journey have new civil rights tours now in place that focus on Alabama destinations.

Smithsonian Journey's Alabama Civil Rights Tour

Cradle of the Movement: Civil Rights in Alabama



6 days from \$4,795
May 17-22, Oct. 11-16, 2021

Alabama was home to some of the great turning points of the Civil Rights Movement of the 1950s and 1960s. Here, the movement's national leadership took shape and people came together to advance the cause of justice. Join us on a unique program that both expands and deepens the historic narrative of this inspiring era and illustrates how the work in contemporary social justice continues today.

and explore the National Memorial for Peace and Justice, also known as the Lynching Memorial, a sacred place for truth telling and reflection about racial terror in America. Meet with staff from the Equal Justice Initiative to discuss their work.

Tuskegee: Tour the Tuskegee Airmen Historic Site and explore the contributions of African American aviators during World War II and visit the campus of Tuskegee University. Meet with Booker T. Washington.

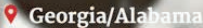
Alabama Journeys guests.

Road Scholar's Civil Rights Movement Tour Series

ROAD SCHOLAR


Sign In800-454-5768Digital PublicationsMy AccountContact Us!

The ExperienceSearchSpecial OffersSmall GroupsCollectionsGivingNews & Updates



The Civil Rights Movement: Atlanta, Montgomery, Selma, Birmingham

On the RoadAfrican American StudiesMost PopularHistoryCity DiscoveriesSmall Group



WISHLISTSHARE

Start

Journey through the Deep South to learn the history of the Civil Rights Movement and its defining clashes. Hear powerful stories of struggle and be inspired by resilient heroes.

Rating (5)
★★★★★

Activity Level

Length
8 days

Starts at
\$2,099

Program No. 22657RJ

Journeys Expert
with dates—historian and Executive Director of the National Civil Rights Museum (S.C.) resident of Education and Exhibitions at the Birmingham Civil Rights Institute.



Welcome to Travelling Time - A World of Music!

The overseas Travelling Time music tour company has six tours that include Alabama, including two which are new

Alabama continues to highlight to international group tours our state's music history. We have seen interest grow for our Muscle Shoals area. Now some of Alabama's other destinations are also being included.

SOUTHERN STYLE
Departs 26th May & 15th September 2022
and 25th May & 7th September 2023

From **£2159**
*Per Person sharing - 12 Night Tour (11 Days)
flights and airport transfers

[VIEW TOUR DETAILS](#)

COUNTRY, CAPITALS, JACK & COKE
Departing 30th March 2023
and 28th October 2023

From **£1799**
*Per Person sharing - 10 Night Tour (11 Days)
airport transfers

[VIEW TOUR DETAILS](#)

MEET THE MUSIC MAKERS
Departs 26th May & 15th September 2022
and 25th May & 7th September 2023

From **£1599***
*Per Person sharing - 10 Night Tour (11 Days) Excludes
flights and airport transfers

[VIEW TOUR DETAILS](#)

1. Southern Style - 4 nights in Muscle Shoals
2. Meet the Music Makers - 4 Nights in Muscle Shoals *NEW*
3. GALA - 4 Nights Orange Beach, 1 Night Mobile
4. Soundtrack of the South - 3 Nights Muscle Shoals
5. Country, Capitals, Jack & Coke - 1 Night Birmingham, 2 Nights Muscle Shoals *NEW*
6. Authentic America - 4 Nights Orange Beach, 1 Night Mobile, 1 Night Tuscaloosa

Smithsonian Journey also features Space Academy at U.S. Space & Rocket Center

Smithsonian JOURNEYS

2021 - 2022 TRAVEL CALENDAR
Smithsonian Journeys

Smithsonian at Space Academy

SPECIALTY | 5 days from \$3,995
Nov. 7-11, 2021

In collaboration with the renowned U.S. Space & Rocket Center, a Smithsonian Affiliate, we invite you to travel to Huntsville, Alabama for a VIP and hands-on experience focused on the history and future of space exploration.

Highlights Include
Special Speakers and Mission Leaders: Partner with a former astronaut who will train your group and share insights for your missions. Participate in daily discussions and attend a panel discussion with NASA emeritus scientists and engineers who have worked on the most important projects in the history of the space program.

Destination Optimization program

Destination Optimization is a foundational initiative for DMOs aimed at improving the quality of your market's organic representation across the major travel search and planning products, including Google, Yelp, Wikipedia, TripAdvisor and Alabama.Travel.

The Alabama Tourism Department believes that destinations should help local businesses inspire consumer confidence to push interest into action. As a result, ATD is holding seven educational seminars across the state that will be particularly relevant as a proactive approach in your community to enable businesses to have their best foot forward, digitally, as travel resumes.

These seven day-long seminars will be held in two parts. In the morning, the seminar is specifically for local DMOs, Chambers and CVBs and packed with useful information including how and why to become a Local Google Guide. That afternoon, businesses that you have invited from your area will join you for a session designed to help them claim and update their own listings on various websites, including Google and Alabama.Travel.

Comprehensive destination evaluation of 1,000 Alabama points of interest

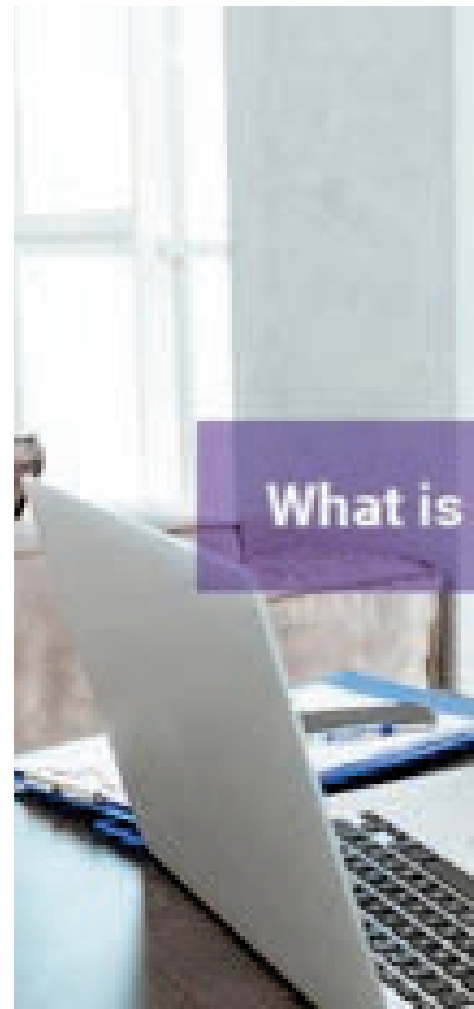
During the sessions, you will see demonstrations of how visitors are searching for your destination and uncover what they find when they do. In addition, we have paid to have 1,000 local business listing across the state evaluated for completeness and quality on various tourism websites such as Google, Yelp and TripAdvisor.

Six Month Activation Program

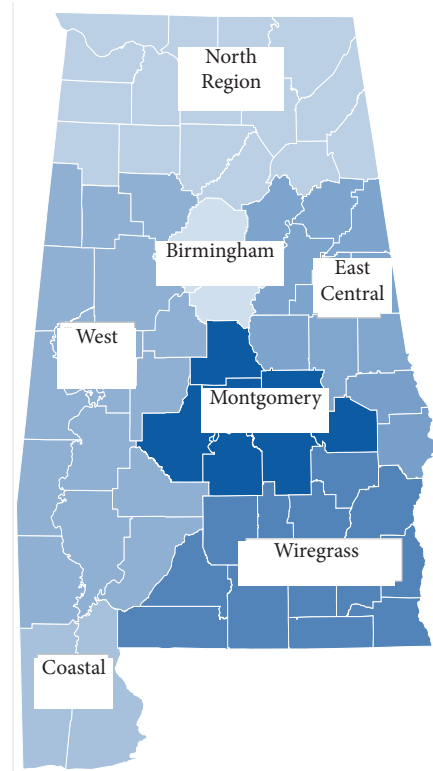
Following the priority action items demonstrated in the Destination Evaluation Audit, tATD and our marketing firm Intermark Group has hired Miles Partnership to provide the support needed to optimize the destination's presence. This includes improving the completeness of local business listings, adding missing POIs, and creating branded, trackable distribution of DMO's high-quality photos. For six months, you will be able to schedule telephone time with Miles Partnership for follow up help after attending the seminar.

Industry Education & Support

Your local businesses' Google Business profile is your single largest source of organic visibility online. Google My Business is foundational for businesses to reach their customers and inspire confidence and conversion. This program will provide digital upskilling for businesses through Google My Business training workshops and one-on-one support from the Miles team. The Intermark Group and Alabama Tourism will provide help on the most important ways to use the Alabama.Travel partner portal.



Destination Optimization Seminars planned across the state



Tentative locations of seminars fall 2021

1. Huntsville
2. Birmingham
3. Tuscaloosa
4. Mobile Bay
5. Montgomery
6. Auburn
7. Enterprise

DMOs learn about Google Local Guides



How to submit to Wikipedia



How best to use ATD's Partner Portal



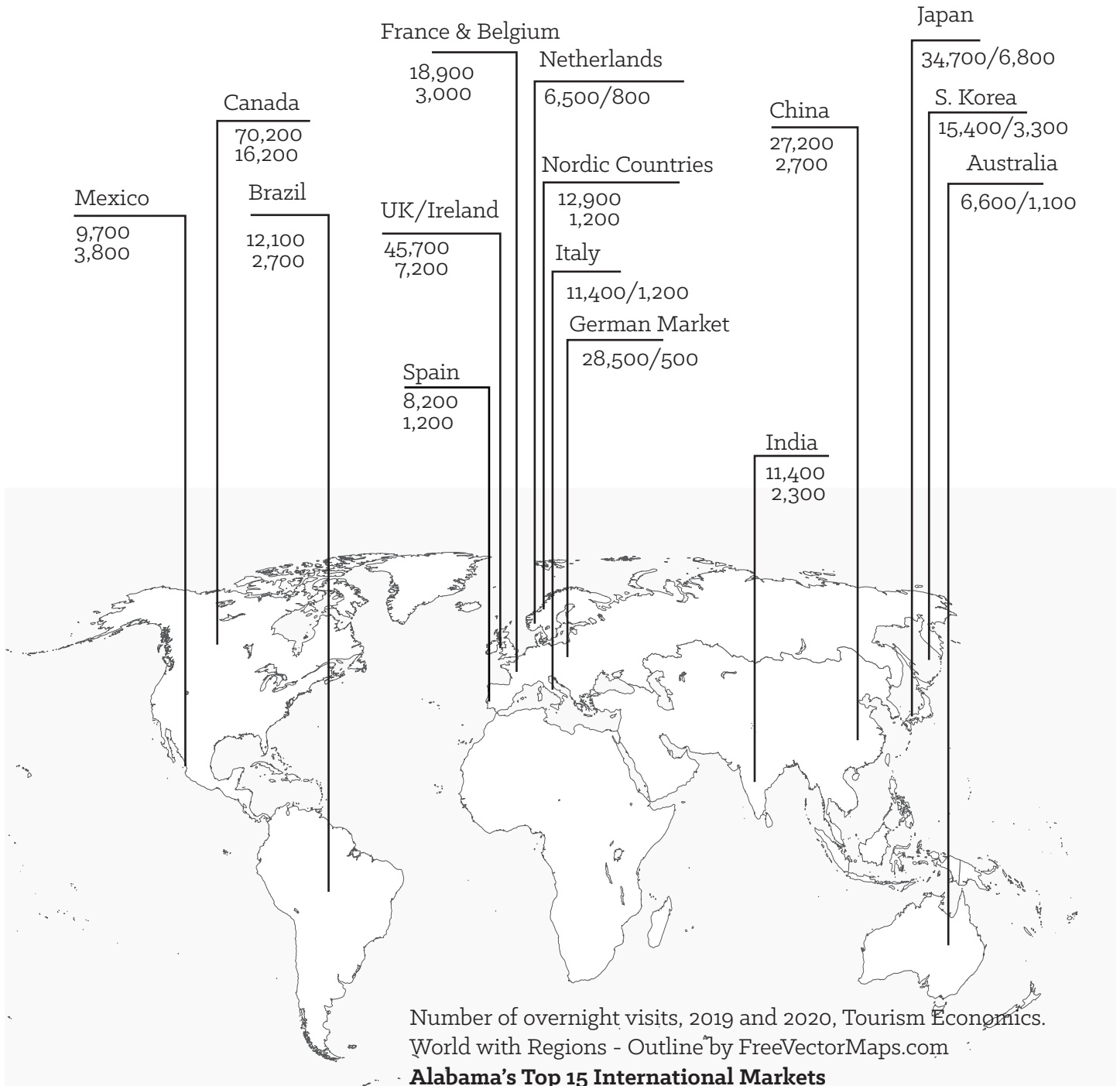
Alabama's Global Results

2019 Alabama's overnight visits international 399,900

2019 Alabama's overnight visits overseas 320,000

2020 Alabama's overnight visits international 74,600

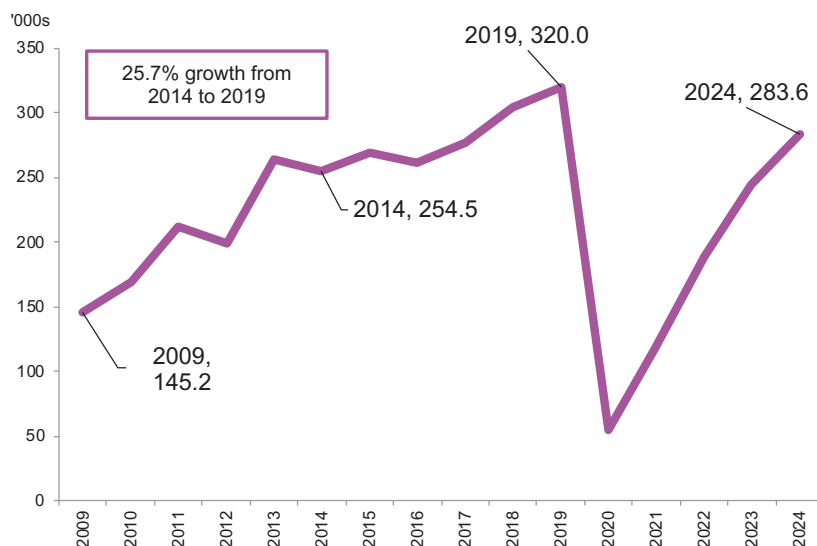
2019 Alabama's overnight visits overseas 54,600



Almost back to 2019 levels by 2024

Visits from overseas to Alabama

Visits from overseas to Alabama



Source: Tourism Economics

A quick return to near pre-Covid overseas visitor numbers predicted by 2024

Alabama's Top International Market by 2019 visits

- #1 Canada
- #2 UK/Ireland
- #3 Japan
- #4 Germany/Austria/Switzerland
- #5 China
- #6 France & Belgium
- #7 South Korea
- #8 Denmark/Finland/Sweden/Norway
- #9 Italy
- #10 Brazil
- #11 India
- #12 Mexico
- #13 Spain
- #14 Australia
- #15 Netherlands

Alabama Ranked #6

Travel South member states number of overseas visitors 2019

#1 Georgia	969,100
#2 Virginia	601,100
#3 Tennessee	495,600
#4 Louisiana	476,900
#5 North Carolina	455,200
#6 Alabama	320,000
#7 Missouri	277,900
#8 South Carolina	277,300
#9 Kentucky	158,000
#10 Mississippi	110,800
#11 Arkansas	66,700
#12 W. Virginia	27,000

Australian Market Overview



Australians have been on extended Covid lock-downs and have cabin fever for international travel.

Bookings to the USA are complex and fragmented. Wholesale channels account for components of approximately 75% of USA vacations. Australia remains one of the rare markets in the world where a consumer will research online and offline and then walk into a physical store to make their booking with an agent.

Through the Travel South GPP program, the Alabama Tourism Department has a year-round investment in travel trade strategies along with earned, owned and paid media to amplify our efforts. ATD also works with Brand USA on promotions in the market.

In-Market Representation

Travel South USA GPP Shared Rep program

Gate 7 Australia
Level 1, 97 Rose Street
Chippendale NSW 2008 Australia

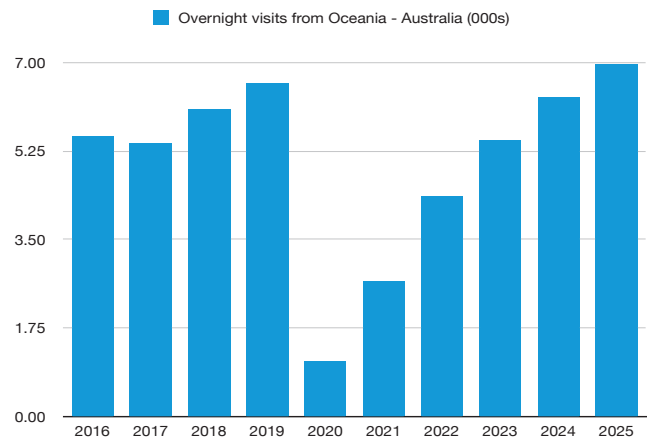
Jo Palmer
Managing Director
jo@gate7.com.au

Penny Brand
Trade Contact
penny@gate7.com.au

Tori Goddard
PR Senior Account Manager
Tori@gate7.com.au

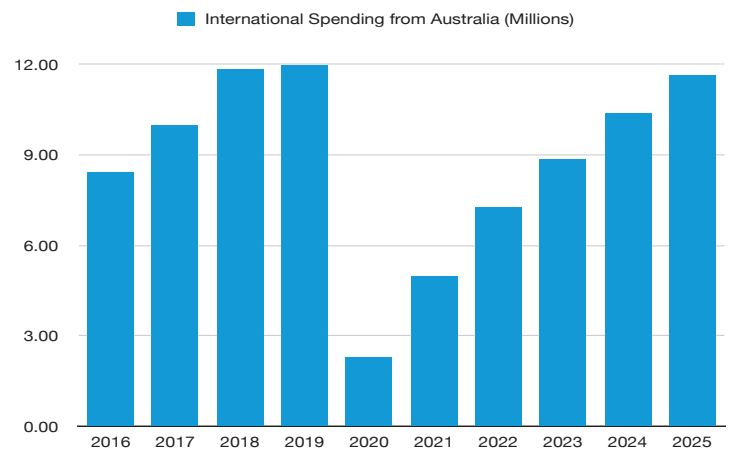
Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee and West Virginia are part of this GPP

6,600 Tourism Economics expects visits will surpass 2019 numbers from Australia in 2025.

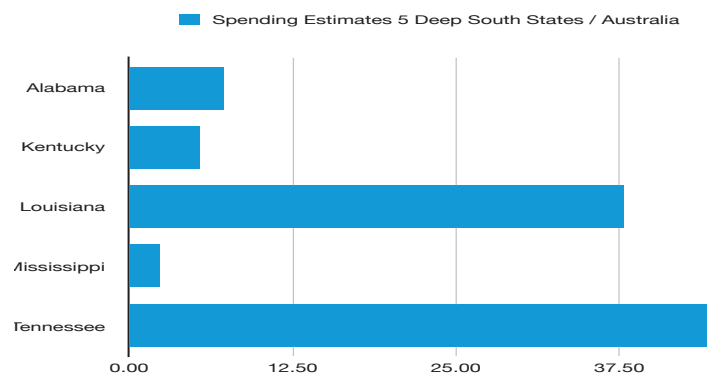


\$12M

Tourism Economics reports Australia's 6,600 visitors to our state spent \$12 million in Alabama in 2019.



#3 While Alabama has 4 times the spending from Australia than Mississippi, we lag far behind both Tennessee and Louisiana.



The Netherlands Market Overview

The Kingdom of the Netherlands consists of 12 provinces, but many people use “Holland,” which is the most populated region of the Netherlands when talking about the Netherlands. People from the Netherlands are Dutch. So if Dutch visitors are from Amsterdam they may say they are from Holland or from The Netherlands. Both would be correct and the same place.

Twenty-one tour operators in the Netherlands have product that includes Alabama. This represents 41% of the known operators. Most important, the number of nights featured in suggested tours for our state almost doubled from 39 nights to 65 nights.

Four of every 100 citizens visit the USA. Employed staff receive “vacation money” from their employers, some 8% of their annual gross income between May 1 and June 30 to subsidize summer holidays. Everyone receives 25 vacation days and nine bank holidays. The average length of an overseas vacation is 18 days.



In-Market Representation

Travel South USA GPP Shared Rep program

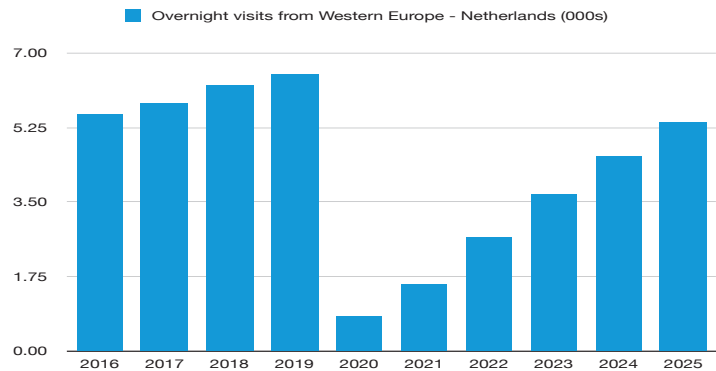
Target Travel Marketing
Bisonspoor 7006A
3605 LW Maarssen, Netherlands

Hanny Fluit
General Manager/CMO
hanny.fluit@targettravel.nl

Vera Van der Veer
Trade Contact
vera.van.der.veer@targettravel.nl

Alabama, Arkansas, Kentucky, Louisiana, Missouri, North Carolina, South Carolina, Tennessee and West Virginia are part of this program.

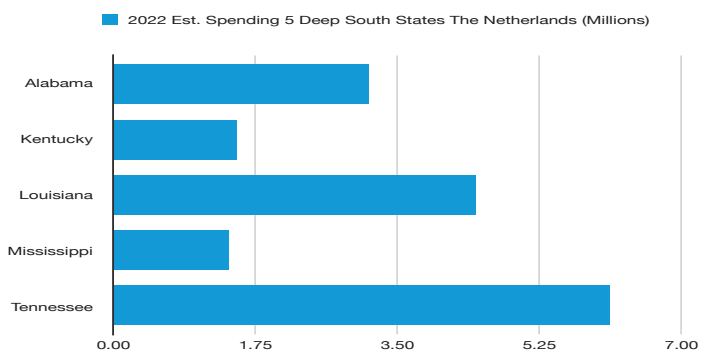
6,500 Tourism Economics expects it may take several years for Alabama to regain the 2019 visitation numbers from The Netherlands.



\$8.13M Tourism Economics reports The Netherlands 6,500 visitors to our state spent more than \$8 million in Alabama in 2019.



#3 Alabama ranked 3rd of the 5 Deep South USA member states in visitor spending from The Netherlands, forecast in 2022. We have more than Kentucky and Mississippi combined. .



Brazilian Market Overview

In-Market Representation

Travel South USA GPP Shared Rep program

River Global
Alameda Lorena, 800- cj1803-Jadins
Sao Paula - SP -01424-001
Brazil

Jose Madera
Managing Director
jmadeira@riverglobal.net

Allen Colin
Account Manager
acolen@riverglobal.net

Alabama, Louisiana, Mississippi, North Carolina and Tennessee are part of this GPP.

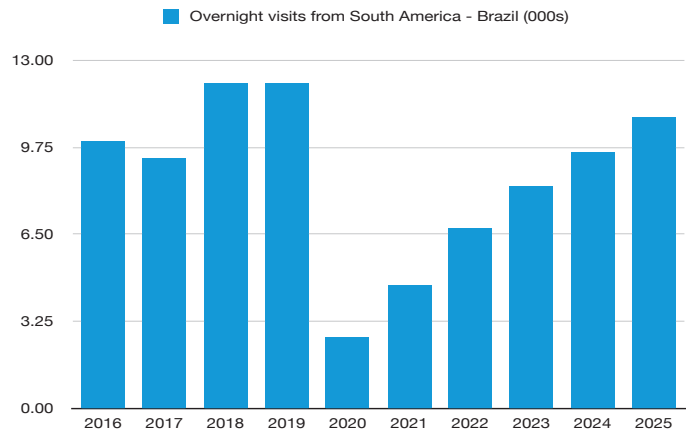
In 2019, Brazil was the eighth largest international source of tourists to the United States. According to the National Travel and Tourism Office, Brazil is the top arrivals market to the United States from South America, accounting for more than 30% of all arrivals from South America. Brazilians spent \$11.3 billion in the United States in 2019, the seventh largest globally.

Arrivals from Brazil decreased 90% during the pandemic. The industry expects a slow rebound by winter barring an extension of travel restrictions.



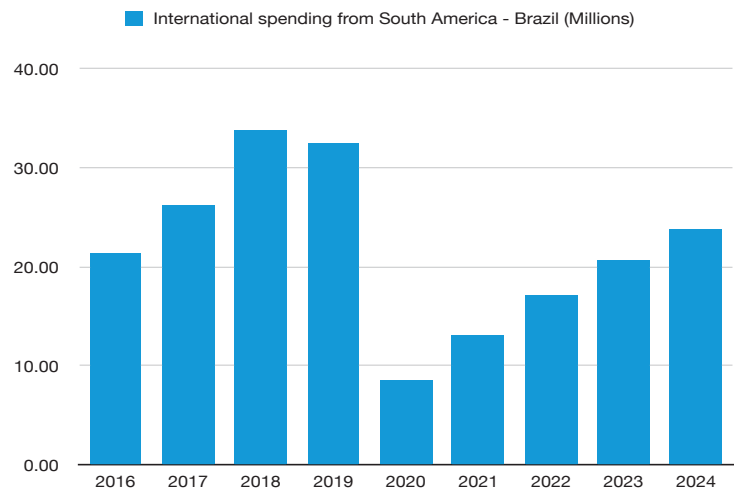
12,100

Tourism Economics expects it may take several years for Alabama to regain the 2019 visitation numbers from Brazil



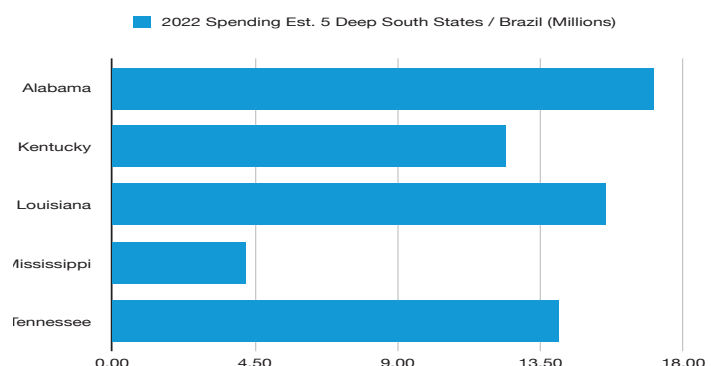
\$32.5M

Tourism Economics reports Brazil's 12,100 visitors to our state spent more than 32.5 million in Alabama in 2019.



#1

Alabama ranks number one of the 5 Deep South States in projected spending by Brazilians in 2022.



Chinese Market Overview

In-Market Representation

Travel South USA GPP Shared Rep program

East West Marketing Corporation
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Chayang District, Beijing 100016

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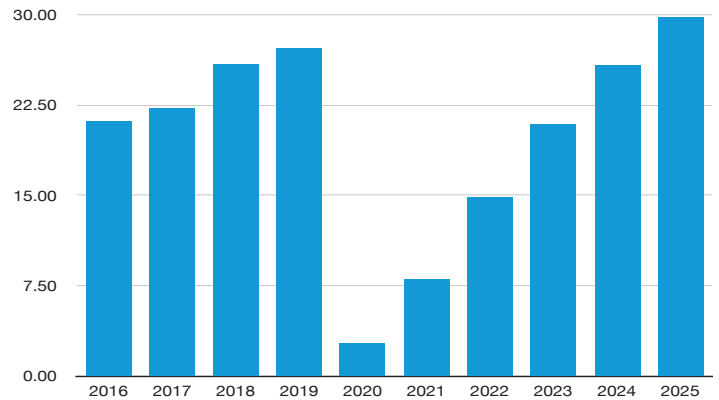
Ivan Deng
Social Media Manager
ideng@eastwestmarketing.cn



20,700

Tourism Economics expects the number of Alabama visitors from China to surpass 2019 numbers in the year 2025.

Overnight visits from North East Asia - China (000s)



China's market boomed in 2017-2018. 47% of Chinese outbound travelers were born post 1980s/90s, and their travel behaviors and habits have changed dramatically in recent years. Specifically, language barriers are becoming less frequent as many Chinese are now English speaking. In addition, the Chinese traveler's motivation has shifted from being primarily shopping focused to truly interested in experiencing destinations, which has created demand for customized products and itineraries.

In addition to these changes, China remains a strong "summer camp" market in which families send their children to educational and fun camps where they mix with English-speaking children.

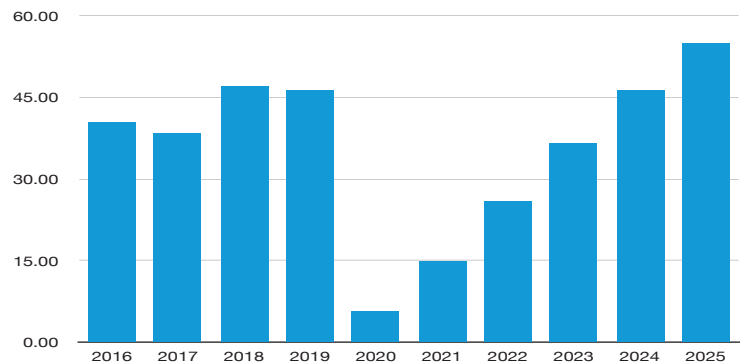
Relations between China and the USA cooled during 2020 as Covid spread from a Chinese city to the USA and the world. Travel is not expected to return to large levels until the relationship between the two countries is repaired.

This program has been scaled back to only include social postings for all Travel South member states.

\$44M

Tourism Economics reports China's 20,700 visitors to our state spent more than 44 million in Alabama in 2019 which projections predict we will match in the year 2024.

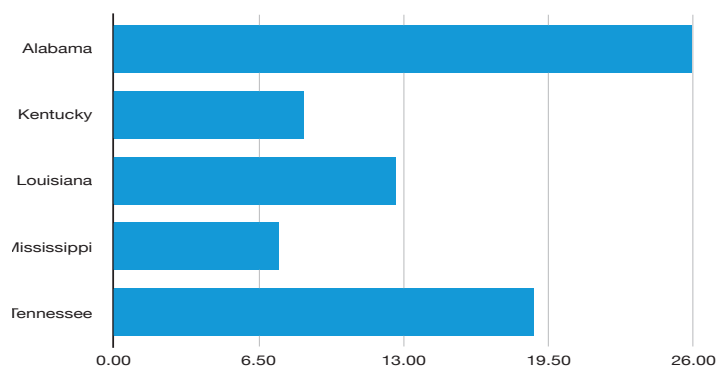
International spending from North East Asia - China (Millions)



#1

Alabama is projected to rank #1 of the 5 Deep South states in spending by visitors from China in the year 2022.

2022 Est. Spending 5 Deep South States / China



French & Belgium Market Overview

France, with population of 67.2 million is the second most populated country in the EU. French employees enjoy six-to-nine weeks of paid holiday and an additional 11 public bank holidays per year. France has a long-lasting friendship with the United States, and French travelers are repeaters who will explore several regions of the country during their lifetime. They are especially attracted to the South for its connection to French history, music and Southern hospitality.

45% of Belgium is French speaking and thus our French representative firm will now look after activities in both countries for Travel South/Alabama.



In-Market Representation

Travel South USA GPP Shared Rep program

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75017 Paris, France
+33 (0) 1 55 60 94 46

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Account Manager
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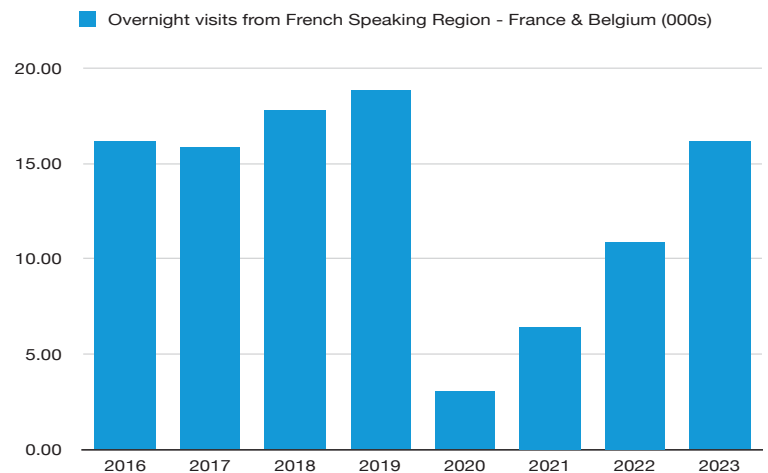
Chystele Cazin
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Pauline Potiron
PR Manager
ppotiron@articleonze.com

Alabama, Arkansas, Georgia, Kentucky, Louisiana, Missouri, North Carolina, South Carolina, Tennessee and West Virginia are part of this program.

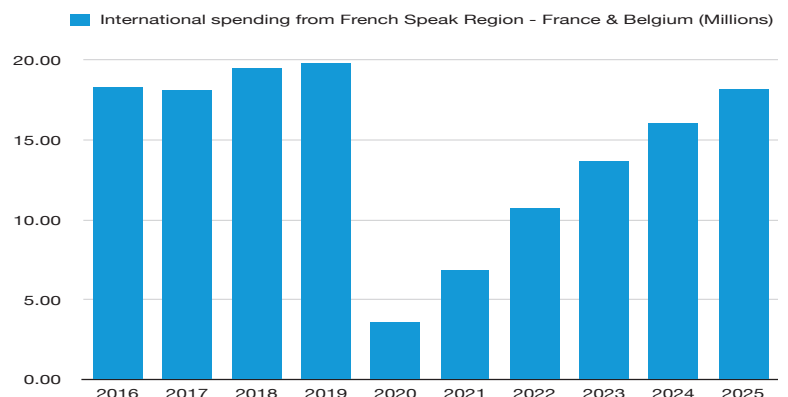
18,900

Tourism Economics expects it may take several years for Alabama to regain the 2019 visitation numbers from the French-speaking market.



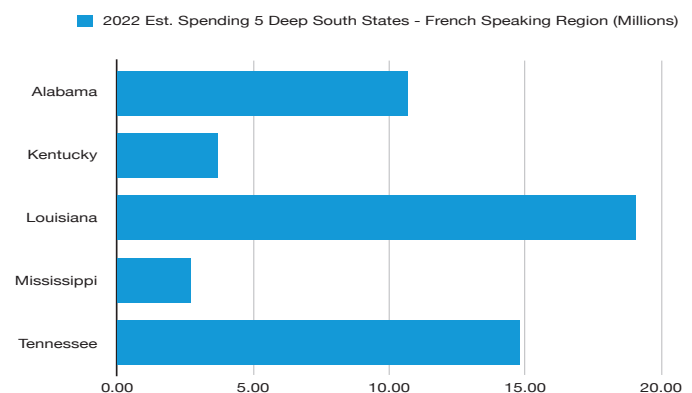
\$19.7M

Tourism Economics reports the French-speaking markets' visitors to our state spent almost \$20 million in Alabama in 2019.



#3

Projected spending by the French-speaking market to the 5 Deep South States shows Alabama as 2/3rds of Tennessee and more than Mississippi and Kentucky.



German Market Overview



Germany hosts one of the world's largest travel shows, ITB, which is expected to resume with in-person attendance in 2022.

The majority of German visitors to the United States book their travel through German tour operators and/or travel agencies, thus availing of the protection of German consumer travel-protection laws safeguarding their holiday investment. German visitors plan ahead and book early.

In-Market Representation

Alabama Tourism German Partnership

Janin Nachtweh

Account Manager

janin.nachtweh@textransfer.de

Note: The German partnership is a pay-to-play marketing cooperative between participating Alabama CVBs and the Alabama Tourism Department.

28,500

Tourism Economics expects visitors from the German market to steadily grow from 2020 lows to regain the 28,500 from 2019.



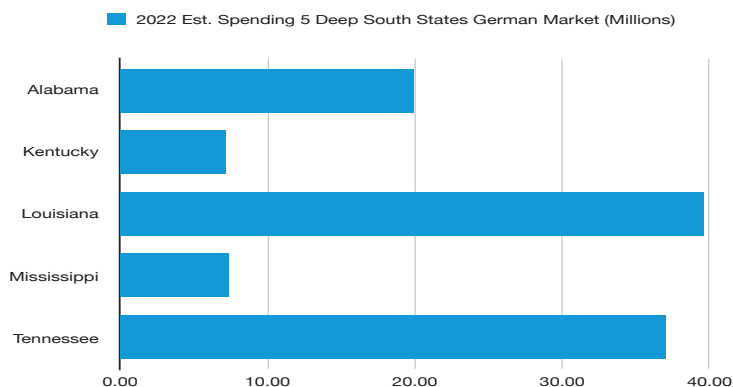
\$46.2M

Tourism Economics reports the 28,500 visitors from Germany, Switzerland and Austria in 2019 spent \$46.2 million.



#3

Projections are that the German market will spend \$20 million in 2022 - an amount that is more than Kentucky and Mississippi combined and 1/2 that of spent in Louisiana.



Canadian Market Overview

Canada is Alabama's number one international market and with good reason. Toronto, the capital of the province of Ontario represents 40% of Canada's population with its 15 million residents. Toronto is a 14-hour drive to north Alabama and 18 hours to our coast. Air Canada has a direct flight from Toronto to Atlanta. Alabama has a large Canadian snowbird visitation. Golf and outdoors are draws for Canadians to our state.



In-Market Representation

Travel South USA GPP Shared Rep program, PR only. This will be the first year Canada has been in the GPP program.

Reach Global

Charmaine Singh
CEO

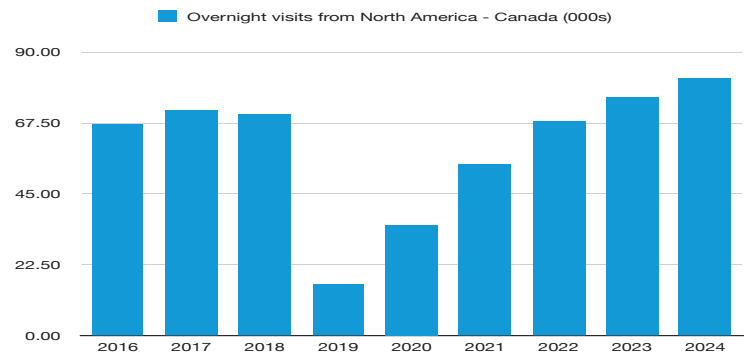
Katie Dubin
Account Manager
katie@reachglobal.ca

Kiesha Telesford
Public Relations Intern

Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee and West Virginia are in this program.

70,200

Tourism Economics expects Canadian visitation to near 2019 numbers in 2022 and exceed those numbers in 2023.



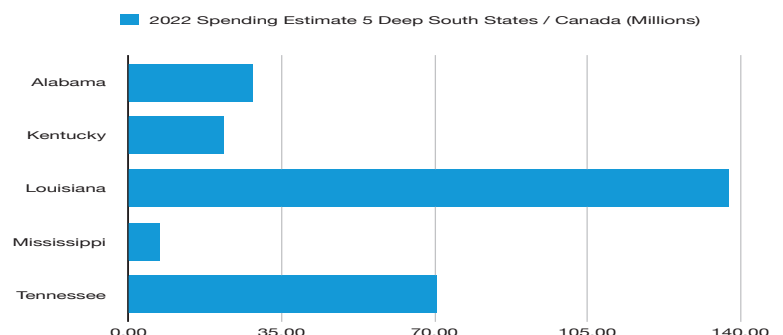
\$38.4M

Tourism Economics reports the 70,200 Canadian visitors to Alabama in 2019 spent \$38.4 million with spending projected to reach that level in 2025.



#3

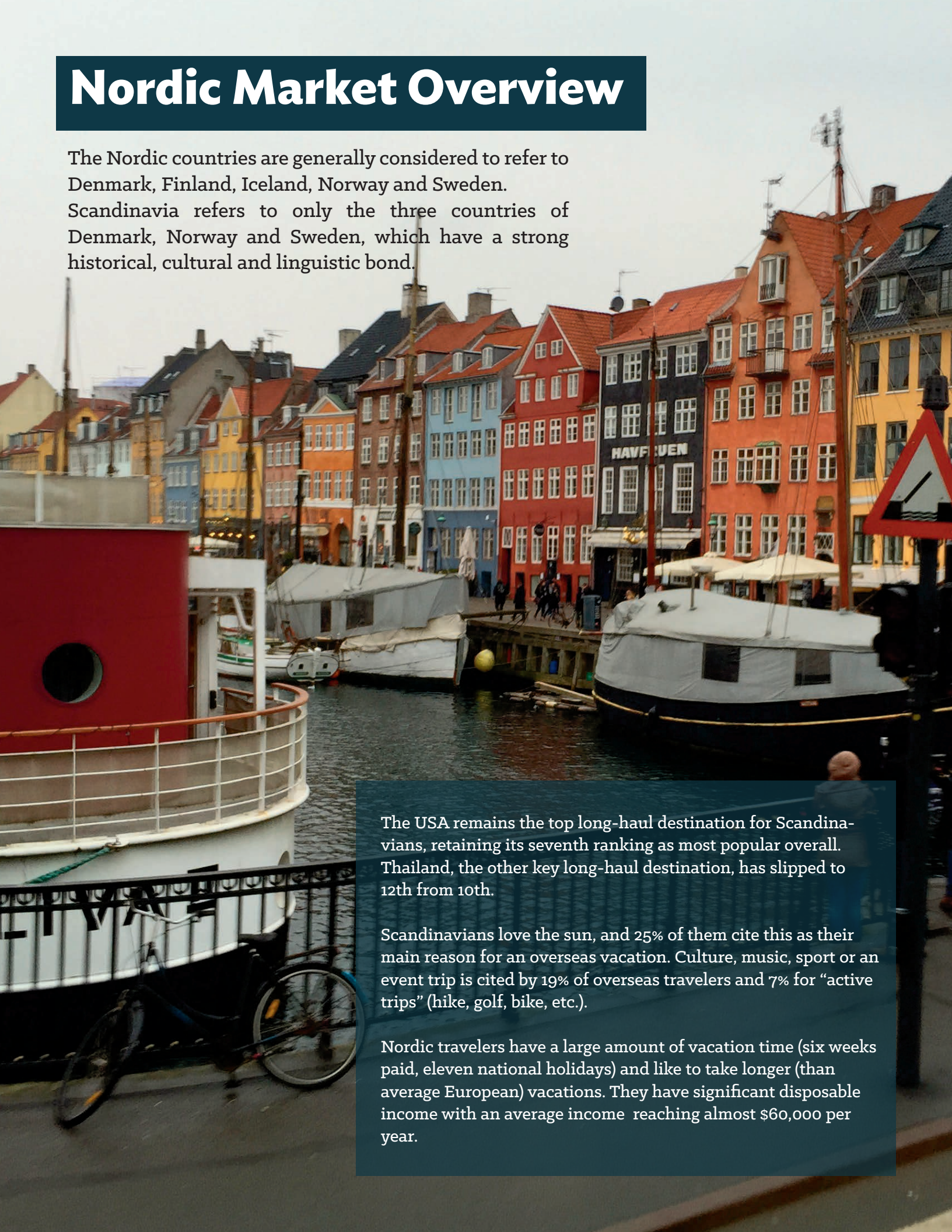
Spending by Canadians projected in 2022 shows Alabama ranked 3rd with an amount equal to Kentucky and Mississippi combined, but far less than Louisiana, which benefits from a cultural link with French-speaking Canada.



Nordic Market Overview

The Nordic countries are generally considered to refer to Denmark, Finland, Iceland, Norway and Sweden.

Scandinavia refers to only the three countries of Denmark, Norway and Sweden, which have a strong historical, cultural and linguistic bond.



The USA remains the top long-haul destination for Scandinavians, retaining its seventh ranking as most popular overall. Thailand, the other key long-haul destination, has slipped to 12th from 10th.

Scandinavians love the sun, and 25% of them cite this as their main reason for an overseas vacation. Culture, music, sport or an event trip is cited by 19% of overseas travelers and 7% for “active trips” (hike, golf, bike, etc.).

Nordic travelers have a large amount of vacation time (six weeks paid, eleven national holidays) and like to take longer (than average European) vacations. They have significant disposable income with an average income reaching almost \$60,000 per year.



In-Market Representation

Travel South USA GPP Shared Rep program

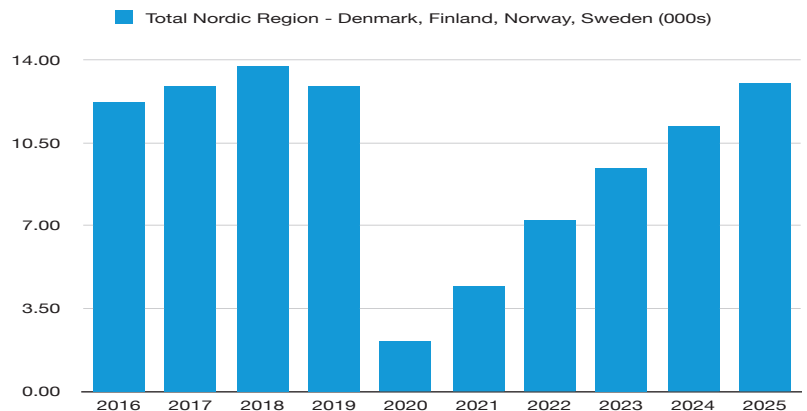
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11a Barton Crescent
East Grinstead, West Sussex
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Peter Hannaford
Owner
phannaford@five-ms.com

Alabama, Arkansas, Kentucky, Louisiana, Mississippi, Missouri, North Carolina, South Carolina, Tennessee and West Virginia are in their program.

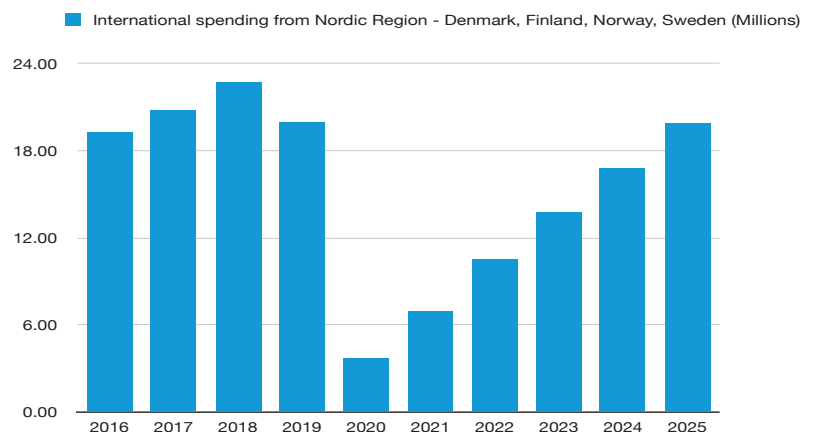
12,900

Tourism Economics expects visitors from the Nordic market to grow to 2019 numbers of 12,900 by 2025.



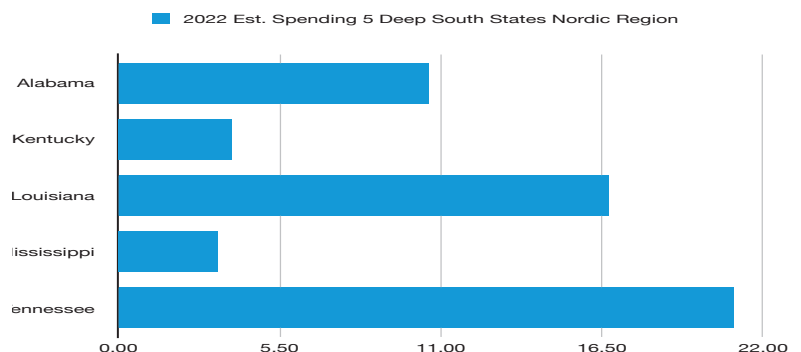
\$19.4M

Tourism Economics reports The Netherlands' 6,600 visitors to our state spent almost \$20 million in 2019.



#3

Projected spending by the Nordic market in Alabama in 2022 is \$10.5 million, 2/3rd of Louisiana and more than Kentucky and Mississippi combined.



United Kingdom Market Overview

Prior to Covid and corresponding travel restrictions, airlines had increased direct seats by 27% and launched direct flights from the United Kingdom to the United States. British airways had direct flights to Nashville, New Orleans and Atlanta with no additional charge for visitors flying into one city and out another. Alabama is located in the center of those three destinations.



In-Market Representation

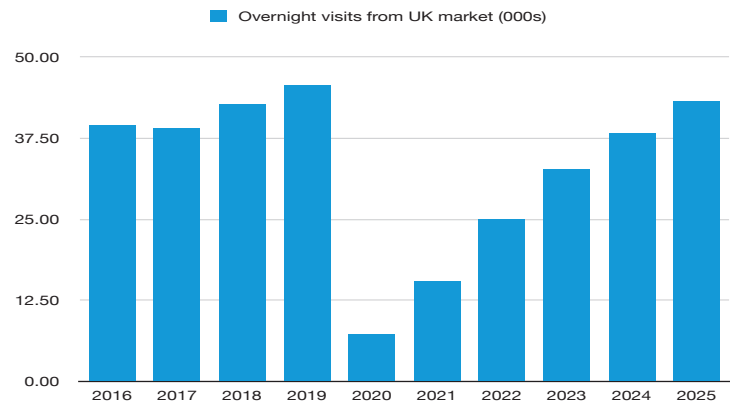
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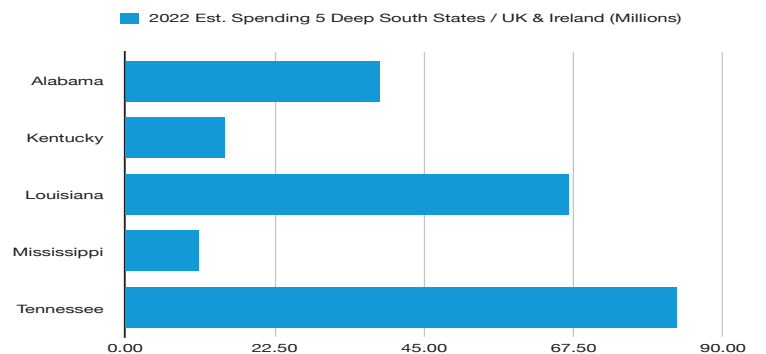
45,700 Tourism Economics expects visits from UK & Ireland to grow quickly to reach the 2019 levels 45,700 around 2026.



\$74.1M Tourism Economics reports the 45,700 visitors from UK and Ireland to our state spent \$74.1 million in Alabama in 2019 with a resumption of 1/2 that level by next year.



#3 Projections for 2022 show spending in Alabama from UK & Ireland visitors to double that of either Kentucky and Mississippi and 1/2 of Louisiana.



Brand USA and Travel South



Jennifer Hudson plays Aretha Franklin in the movie “Respect”. Hudson outside FAME.

Respect

The movie “Respect,” in which Jennifer Hudson plays Aretha Franklin will be released this year across the globe. A major section of the movie focuses on her recordings at FAME studio of “I Never Loved A Man (the way I love you)” which launched her career. The famous studio musicians of Muscle Shoals were flown to New York when Aretha recorded “Respect” and other hits.

The Alabama Tourism Department, with the help of our international reps, will hold special events in several countries during the release of the movie to promote Muscle Shoals as a historic recording center of the American South.

ATD will make “Respect” and the Muscle Shoals story part of our luncheon event at Travel South International in December of this year.

Canada

The Alabama Tourism Department will be using the resources of Brand USA, Travel South USA and our own staff to increase our exposure to the Canadian market.

Alabama is already a Canadian snowbird and golf destination. We will continue to include Canada in our consumer show program but for the first time this year Alabama has joined Travel South USA in its new Canada GPP shared representative program that is directly aimed at public relations efforts to consumers. In addition, we will be joining Brand USA in their PR and social influencer marketplace using their Global Marketplace. We will also join in a Brand USA multichannel consumer marketing effort.



Alabama Tourism’s virtual booth at Brand USA’s Global Marketplace



Highlighted in dark blue are locations of Brand USA's offices around the world.

Our partnerships with Brand USA and Travel South USA allow us to send the Alabama tourism message around the world.



Brand USA works with its expanding network of international representatives along with the U.S. Embassies, Visit USA committees, and tour and receptive operators to support numerous trade activities, including trade shows, sales missions, training initiatives, and MegaFams.







Travel South USA

Alabama participates in all of Travel South USA's programs including signing up for all of their GPP shared representatives, their international social media messages through Sparkloft, e-newsletters in each targeted county, Travel South International showcase, tour operator and media fams, sales missions and research.



53 Consumer and trade shows set for next 12 months

Key

 Group Domestic Trade Shows	 International Trade and Consumer Shows	 US Consumer Shows
 Journalist Trade Shows	 Receptive Tour Operator Shows	 Golf Tour/Consumer

SEPT, 2021

Sep 18-22	IPW, Las Vegas
Sept 18-22	Connect Tour co-located with IPW, Las Vegas
Sept 20	IPW Media Marketplace, Las Vegas
Sept 30	Travel Media Meetup, Spartanburg, S.C.

OCT, 2021

Oct 3-7	Society of American Travel Writers (SATW), Milwaukee, WI
Oct 24-26	Alabama Tourism Department's Welcome Center Retreat, Selma, AL
Oct 25-28	Brand USA Global Marketplace, London
Oct 31	FDM Travel USA Event

NOV

Nov 1	USA Travel Show, Copenhagen, Denmark
Nov 8-11	ETC Annual Conference, New Orleans, LA
Nov 11-14	IATDG (International Association of Tour Directors Tour Guides) TourConnect, Atlanta
Nov 11-17	NTA, Cleveland, OH
Nov 30	Travel South International, New Orleans

DEC

Dec 1-3	Travel South USA International Showcase, continues
Dec 2	Alabama Tourism Luncheon at Travel South USA International Show
Dec 3-6	Travel South fam #7, 72 hours with Sweet Home Alabama, coast
Dec 3-6	Travel South fam #8, 72 hours with Sweet Home Alabama, central

JAN, 2022

Jan 8-11	ABA Marketplace, Grapevine, TX (Alabama Tourism and DMOs sponsoring a tour operator reception at this show.)
Jan 14-23	Cincinnati Travel Sport & Boat Show, Cincinnati, OH
Jan 21-23	AAA Pittsburgh Travel Showcase, Pittsburgh, PA
Jan 26-27	IMM NYC TravMedia, New York, NY
Jan 26-30	Louisville Boat, RV & Sport Show, Louisville, KY

FEB

Feb 5-6	Travel & Adventure Show, Chicago
Feb 7-10	Canadian Media Mission 2022, Toronto & Montreal, Canada
Feb 13-15	STS Domestic Showcase, Virginia Beach
Feb 23-27	Society of American Travel Writers (SATW), Shreveport, LA
Feb 25-27	Outdoor Adventure and Travel Show, Toronto (Mississauga), ON, Canada

MARCH

March 4-6	Memphis Southern Women's Show, Memphis, TN
March 7	Travel South Netherlands Sales Day 2022, Amsterdam, Netherlands
March 9-13	ITB, Berlin, Germany
March 14-16	Travel South French Sales Mission

APRIL

April 11-14	Travel South Brazil Sales Mission, Sao Paulo & Rio de Janeiro, Brazil
April 23-24	Atlanta Travel Adventure Show, Atlanta, GA

MAY

JUNE

June 4-8	IPW, Orlando
June 6	IPW Media Marketplace, Orlando
June 17-24	Travel South Sales Mission Australia

JULY

July 7-17	The World Games Media Room, Birmingham
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AUG

Aug 18-22	National Association of Motorcoach Operators (NAMO), Birmingham
Aug 26-30	SYTA, Washington, D.C.

SEPT

TBA

	Snowbirds Extravaganza Show, Lakeland, FL
	Nashville Southern Women's Show, Nashville, TN
	Alabama Lifestyle Expo, Orange Beach, AL
	Ft. Benning Annual Military Travel Expo, Ft. Benning, GA
	Ft. Rucker Annual Military Travel Expo, Ft. Rucker, AL
	Travel South Roadshow Receptive 2022, Orlando, FL
	Travel South Roadshow Receptive 2022, Boston/New York
	RTO Summit East 2022, New York
	Swanson's Long Haul Day, Oslo, Sweden
	Alabama's list of 10 to 12 golf consumer shows at various locations across North America

Sweet Home Alabama

The Alabama Tourism Department, as mandated by the Legislature, is entitled with “exclusive power and authority to plan and conduct all state programs of information and publicity designed to attract tourists to the state of Alabama.” Its purpose is to promote travel to and through Alabama. It does this both nationally and internationally. ATD is funded by one-fourth of the 4% state lodgings tax collected by all hotels, motels, campgrounds and other accommodations.

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www.Alabama.travel

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